

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
----- 080253

R 211826Z JAN 76
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 8322
INFO USDOC WASHDC

UNCLAS SECTION 01 OF 02 LONDON 01023

E.O. 11652: N/A

TAGS: BEXP, AFSP, UK

SUBJECT: U.K. COUNTRY COMMERCIAL PROGRAM (CCP) FOR 1977

REF: (A) 75 STATE A-7369, (B) 75 LONDON 2404, (C) 75
LONDON 19395

1. FOLLOWING ARE OUR RECOMMENDED INPUTS ON SECTIONS I
AND III OF 1957 CCP SUBMITTED PER REF. A. AS AGREED IN
BELDEN/WILLIAMSON TELECON, SECTION II NOT BEING SUB-
MITTED AT THIS TIME.

2. SECTION I: OVERVIEW
PARAGRAPH ONE, AS U.K. ECONOMIC PROSPECTS FOR 1976/77
WILL BE VITALLY AFFECTED BY EVENTS DURING NEXT 6 MONTHS,
WOULD BE PREMATURE DRAFT THIS TYPE OF STATEMENT NOW.
RECOMMEND WE WAIT UNTIL EARLY FALL.

PARAGRAPH TWO, STATEMENT OF COMMERCIAL GOALS INCLUDED
IN 1976 CCP, AOPERS STILL VALID AND IN ACCORD WITH
PARA FOR U.K.

3. SECTION III PROGRAMMED ACTIVITIES:
THESE WOULD REMAIN ESSENTIALLY AS PRESENTED IN REF B
AMENDED BY REF C. FOLLOWING GENERAL COMMENTS WOULD
APPLY TO ALL CAMPAIGNS:

A) LIMIT CAMPAIGNS TO THOSE RECOMMENDED IN REF C
B) WITHIN CAMPAIGNS, ADJUST EVENTS RECOMMENDED TO CON-
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FORM TO APPROVED 1977 EVENTS SCHEDULE.

C) DELETE REFERENCES TO USIA-SUPPLIED ARTICLES AND PRESS RELEASES IN ALL CAMPAIGNS.

D) UNTIL NEW LIST OF USDOC APPROVED FOREIGN BUYER GROUP SHOWS PUBLISHED, SUGGEST BRIEF INDICATION IN APPROPRIATE CAMPAIGNS OF SUPPORT FOR SUCH EVENTS. FYI, EARLY RETURNS ON 1976 CCP FOR EVENTS CAUSING SOME DOUBTS AS TO EFFECTIVENESS OUR EFFORTS IN THIS PROGRAM AS RELATED TO TIME INVESTED.

4. CAMPAIGNS ARE LISTED BELOW IN RECOMMENDED PRIORITY ORDER WITH CAMPAIGN MANAGER NOTED. SPECIFIC CHANGES IN GOALS ESTABLISHED REF B, IN ADDITION TO THOSE IN PARAGRAPH 3 ABOVE, ARE ALSO INDICATED.

1) OFFSHORE MIL AND GAS EXPLORATION: MANAGER: HARTLEV
NO CHANGES

2) ADVANCED ELECTRONIC COMPONENTS; MANAGER: SANDVICK
NO CHANGES

3) COMPUTERS AND PERIPHERALS: MANAGER: SANDVICK
DELETE ALL MENTION OF LICENSING OPPORTUNITIES. WITH ONLY ONE MAJOR COMPUTER MANUFACTURER HERE, INDUSTRY DOES NOT LEND ITSELF TO THIS PROORAM.

4) COMPUTERIZED BUSINESS SYSTEMS: MANAGER: SANDVICK
NO CHANGES

5) CONSUMER GOODS; MANAGER: SAVAGE
RAISE TOTAL TOP TARGET TO 200

6) PROCESS CONTROL EQUIPMENT; MANAGER: HARTLEV
NO CHANGES

7) AEROSPACE/AVIATION. MANAGER: SANDVICK
NO CHANGES

8) AUTOMATED AND LABOR SAVING AGRICULTURAL EQUIPMENT;
MANAGER: PRINDEVILLE
ADD TO 4TH QUARTER QOALS: "MANNING BUSINESS INFORMATION OFFICE AT ROYAL AGRICULTURAL SHOW, KENILWORTH, JULY 1977".

9) ENERGY SAVING MATERIALS AND EQUIPMENT; MANAGER:
HARTLEY
NO CHANGES

10) WATER PURIFICATION AND POLLUTION CONTROL (PHASE I)
MANAGER: PRINDEVILLE
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NO CHANGES

11) METAL WORKING MACHINERY, FOUNDRY EQUIPMENT AND MATERIALS. MANAGER: HARTLEY
NO CHANGES

12) VISIT /USA; MANAGER: HYMAN
NO CHANGES

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5. RESOURCE REALLOCATION:

ABANDONED CAMPAIGNS LEFT US WITH FOLLOWING RESOURCES
TO REALLOCATE:

MAN DAYS		DOLLARS				
FSO	FSL(P)	FSL(C)	TRAVEL	REP.	PRINT	OTHER
70	95	56	1100	800	-	-

AS RESULT INTERNAL SHIFTS DESIGNED TO ENHANCE SUPPORT
FOR CONSUMER GOODS CAMPAIGN, ALL FSO AND FSL(C) RE-
SOURCES ABOVE SHOULD BE REALLOCATED TO CAMPAIGN 5.
FORTY DAYS OF FSL(P) TIME SHOULD ALSO BE REALLOCATED
TO CONSUMER GOODS CAMPAIGN WITH REMAINING 50 DAYS
DIVIDED EVENLY AMONG CAMPAIGNS 1, 2, 3, 4 AND 6.

ALL OF REPRESENTATION AND 800 DOLLARS OF TRAVEL MONEY
SHOULD BE REALLOCATED TO NON-CAMPAIGN EXPENSES CATEGORY.
WILL SUPPORT OTHER PRIORITY PROGRAMS, SUCH AS PROPOSED
US/UK BUSINESS DAYS (SPRECHTAGS) AND EXPENSES FOR
VARIOUS OTHER LONDON ACTIVITIES.
REMAINING 300 DOLLARS IN TRAVEL FUNDS SHOULD BE PROONED
FROM TOTAL REQUESTED.

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